LiveVerdure

ASX Release
5 June 2024

AI ENABLEMENT OPERATIONS UPDATE

Live Verdure Ltd (ASX: LV1) ("LV1", "LiveVerdure" or the "Company"), owner of Health & Wellness brands Edible Beauty, 13 Seeds and strategic partner of Decidr.ai ("Decidr"), provides the following update on the AI Enablement proof of concept ("POC") being deployed in the Edible Beauty business with Decidr technology.

Highlights

- Stage 1 of the POC consisting of scoping, knowledge task capture and workflow selection has been successfully completed including five (5) role areas.
- Stage 2 of the POC has commenced and is on-track for release in Q1 FY'25.
- POC deliverables are expected to demonstrate how Decidr technology can enhance business efficiencies, outputs, and commercial performance while minimally impacting standard operating activities.
- The applications of the Decidr technology align to the LV1 dual track strategy of AI enablement and advanced customer acquisition, retention analytics and processes.
- Work has commenced on extending LV1 strategy to include AI Organisations in the portfolio utilising Decidr technology and approaches. These organisations are expected to commercially outperform traditional human-centric organisations.

Proof of Concept development and progress

Stage 1 development consisting of scoping, knowledge task capture and workflow selection has been successfully completed and the project is on-track for Stage 2 release in Q1 FY'25. This POC will refine the customer onboarding approach for the upcoming MVP release later in the calendar year.

The proof of concept deliverables will demonstrate the application of Decidr technology and AI-organisational approach in multiple business areas in the Edible Beauty business. Specifically, these deliverables include:

- Sales-based, multi-agent goal setting and iterative reinforcement learning
- Automated, intelligent content production
- Automated, product matching and virtual consultation booking
- Generative customer engagement, product recommendations and product up-sell
- Agent engagement insights and performance management

The objective of the POC is to demonstrate:

- Decidr technology can be deployed into a live, operating business with minimal disruption and have a commercial impact;
- Decidr platform architecture is sufficiently robust to ingest multiple data types, integrations (Shopify, Calendly, Notion, Airtable, and others) and make ready for efficient generative AI consumption;
- Networked, multi-agent models can work across various business streams, workflows and customer interactions with high inference capabilities;
- AI workflow intellectual property developed in the trial is transferable within and across business categories and industries.

LV1 AI Enablement and Well Tech Strategy

This POC using Decidr technology supports our dual-track strategy of AI enablement and focus on developing advanced customer acquisition, retention analytics and processes. These investment areas aim to provide predictable, growing economic returns to establish a solid base of future earnings and free cash flow.

The Group is also highly engaged in the rapid advancement of technology, particularly AI, which we believe will transform every aspect of business operations and consumer engagement. Decidr technology expands our wellness portfolio strategy to now include future organisations which we call "AI organisations". These AI organisations will significantly outperform traditional human-centric companies and provide the group with new growth avenues, markets and categories for investment with the aim of increasing shareholder value.

-Ends-

For further information, please contact:

David Brudenell
Non-Executive Chairman
E: dbrudenell@liveverdure.com.au

This announcement has been authorised for release by the Board of LV1.

About Live Verdure (ASX:LV1)

Live Verdure is an Australian Health, Wellness, and Skincare company making a range of naturally based products with effective active ingredients. Its products are primarily sold Direct-to-Consumer (D2C), via eCommerce digital marketing channels to existing and new customers. Live Verdure is committed to making innovative products that are high quality, sustainable and provide effective results for their consumers.

The company is also focused on delivering growth and business-wide optimisations by developing and deploying cutting-edge technical applications into the existing 13 Seeds and Edible Beauty business ecosystems. LV1 will also leverage this technology to fuel innovation through new product development, allowing its existing businesses to develop pioneering new products, services, and customer experiences in the plant-based food, nutraceutical and skin care markets, to unlock rapid growth and gain a competitive edge for its existing businesses and its go-to-market strategy.